

United States Department of Agriculture  
EXTENSION SERVICE  
Washington, D. C.

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PLAN FOR INFORMATION MATERIAL TO SUPPORT EXTENSION  
WORKERS IN EXPLAINING THE SUPPLEMENTARY COTTON  
PROGRAM AND FURTHERING HOME FOOD PRODUCTION

Objective.- To explain quickly the supplemental cotton acreage reduction program and take advantage of the cotton stamp and the extra garden payments of that program as well as other phases of the A. A. A., Surplus Marketing Administration, Farm Security Administration, and other programs in furthering home food production in the South.

Questions and answers.- A set of questions and answers explaining the objectives of the new supplemental program, how to get the stamps, what they can be used for, and how to qualify for the added garden payments, will be mimeographed and sent to all State extension workers, A. A. A., and other Department field workers. State Extension and A. A. A. offices will be encouraged to add to these Questions and Answers any changes made by the State A. A. A. committee, and arrange for mimeographing in the State or county offices whatever supply is needed for distribution to farm people.

A later and more general set of questions and answers aimed at civic and business groups and the general public probably will be printed and made available for general distribution by extension workers.

Secretary's letter.- The Office of Information in cooperation with the Secretary's Office is arranging for a letter in the series of Secretary's letters to all Department field workers. The letter will set forth the new emphasis of the Department as laid down by the Secretary in his recent talk at Purdue University, and then explain a bit about the supplemental cotton acreage program as the first definite step in that direction.

Suggested educational campaign.- A suggested educational campaign will be prepared and sent to extension directors for any use they and extension workers can make of it. It will follow closely the recommendations of two extension committees at a recent conference in Atlanta, together with suggestions from the A. A. A., S. M. A., and the Extension office in Washington, and will be tied in with available information materials that will be furnished the States from Washington.

News stories.- At least 10 or 12 suggested news stories for localization and use by county agents and extension editors in weekly and daily papers will be sent to extension editors as rapidly as possible.

Newspaper mats.- Mats showing the stamps farmers will receive under the program are available in one- and two-column sizes in whatever



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quantity State extension editors feel they can use. Additional mats are being planned and will be released through extension editors in the usual way.

Newspaper features.- We realize that one of the best outlets for the material of extension editors will be illustrated feature stories in the larger newspapers of the South, since so many of these have home food production campaigns and editorial policies of their own. We hope to send extension editors one or two suggested feature stories out of Washington. State A. A. A. assistants, as well as regional information men for the Farm Security Administration and Soil Conservation Service, are being asked to help extension editors in any way possible in preparing local feature stories.

Radio material.- A series of 10 or 12 farm flashes very similar to the suggested news material will be sent to extension editors for use in the regular Farm Flash service to county agents and local radio stations. John Baker, extension radio specialist, will plan, in cooperation with extension editors, to send additional radio material to key stations throughout the South. The Secretary or Assistant Secretary, and possibly others, will further explain the program over the National Farm and Home Hour.

Animated letters.- A series of six or eight animated letters explaining the program and stressing home food production will be prepared and sent to county agents through State extension offices for them to localize and use as animated or illustrated letters to the farm and home makers of their counties. The animations will be drawn so that they can be easily traced on a stencil in the county agents' office.

Farm press.- In addition to what extension editors can do to further the program in the farm press, DeWitt Wing, Department farm press contact man, will write a letter and send all regional and national material about the program to the farm paper editors of the South, referring them to extension editors for more localized material.

Urban groups.- Packets of material will be prepared for use in explaining the program to such urban groups as civic clubs and women's clubs. This packet will contain an article featuring the fact that 28 million dollars extra money the program puts into the business veins of the South will help business generally as well as farmers. It will also contain a collection of pertinent quotations from key officials, including the President, Secretary of Agriculture, Defense Commissioners, Federal Extension Director, etc., on the need for and advantages of home food production. This material will be sent to the State extension director with the suggestion that he marshal the educational forces of the State in whatever way seems best to explain the program adequately to urban groups.





Visual material.- A film strip entitled "Food is Strength," and one entitled "Defense and the Farming South," will be available in the next few days in double- and single-frame form. A set of 13 enlarged nutrition charts for use by county extension agents in farm meetings is being printed. A few copies will be sent to each State extension office, and additional sets of 13 charts can be purchased from the Superintendent of Documents for around 50 cents a set. Additional film strips and visual material will be prepared in line with needs in the field and the time available for preparing them.

Field relations.- In addition to Southern extension editors being asked to attend the conference in New Orleans, February 10 and 11, at which the program is to be explained, Bentley Mackay, A. A. A. regional contact man for the South, and others from the Department will be available to visit extension editors and help them in any way possible.



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